

One way to analyze the economic health of a community is to determine its sales pattern as compared to that in larger areas. The following graphs, showing Sanford's retail sales as a percentage of Lee County and of State Economic Area 6, indicates that Sanford increased its proportion of retail sales and value received from services up to 1954 after which it lost some of its earlier gains. The proportion that the various retail activities such as food, furnishings, apparel, etc. take of the total retail sales of Sanford is similar to the Lee County proportions. (See Appendix A.)

The consumer survey revealed that 59.9 percent of the buyers of Sanford's central area come either from Sanford or from an area within two miles of downtown Sanford. The communities from which most of Sanford's outside customers come are Pittsboro, Broadway, Goldston, Carthage, Lillington and Fayetteville.

POPULATION IN MARKET AREA: The area from which Sanford's customers come had an estimated 1960 population of 67,000. By 1980, according to estimates developed by the Division of Community Planning, the area is expected to have a population of approximately 77,000. Sanford's population during the same period is expected to grow from 12,253 in 1960 to approximately 17,700 in 1980. Almost 50 percent of the total trade area population growth is, therefore, expected to take place in Sanford. The population of Sanford is expected to rise from 18 percent of the trade area population at present to 23 percent in 1980.